Metrics & Analytics

Goal

Understanding your metrics and analytics, how to look at them, and how to use that knowledge to improve your content and grow your channel.

Exercise:
Why do Metrics matter to you?

Touchpoint:
Where do you normally look at your metrics? What might be lacking in the info you're seeing?

Touchpoint:
What metrics do you normally pay attention to?

Looking at your metrics

1. Decide on a window of time (try the last 30 days as a starting point).
2. Look at key metrics (average CCV, total time watched, average watch time).
3. Note trends.

Exercise:
Try this after the workshop, use this space as a way to practice.

1. Pull up the last 30 days.
2. Fill out this information using data from your channel:
   a. Average CCV: _____
   b. Minutes Watched: _____
   c. Average Watch Time (minutes/unique viewers): _____

Looking for patterns

Using the above data, are there particular streams that did well?
- What were you streaming those times?

- What day/time of day?

- If there's no noticeable trends, what would you like to try?

Resources

The following SolarStream course is useful for thinking about your metrics:

[Analytics](#)

External sites for better analytics:

[Twitch Tracker](#)
[SullyGnome](#)